



## Selong Belanak Village in Central Lombok: A Destination Development Model

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### Abstract

**Purpose** : This study aims to determine the position of Selong Belanak Village in Central Lombok, Indonesia, according to the TALC (tourism area life cycle) in order to be developed as an attractive tourist destination.

**Research methods** : The data were collected through observation, documentation, structured interviews, and focus group discussions. The analysis was carried out in a qualitative descriptive manner.

**Findings** : The results of the study show that the development model of Selong Belanak Village as a tourist destination is carried out by involving three pillars, namely the government, Pokdarwis (or kelompok sadar wisata) which represents the local society, and business parties.

**Implications** : The results of this study are Selong Belanak Village is currently in the involvement phase.

**Keywords** : village, tourism area life cycle, destination development model.

### INTRODUCTION

Lombok is one of the islands located in West Nusa Tenggara Province. Lombok Island is used as a tourist destination because of its natural beauty and the many tourist objects on the island such as natural tourism and cultural tourism. One of the tourist destinations in the island that is often visited by local and foreign tourists is coastal areas such as Gili-Tramena (Gili Trawangan, Gili Meno, and Gili Air) in North Lombok and its surroundings, coastal areas in West Lombok such as Senggigi and its surroundings, and the coast in East Lombok such as Pink beach and its surroundings, Then the southern coastal area in West Praya sub-district, Central Lombok Regency and its surroundings, which has the potential for natural tourism that can be used as a tourist destination apart from the coastal tourist destinations in Pujut sub-district, Central Lombok.



Figure 1. Map of Selong Belanak Village.

Selong Belanak Village is a tourist destination in Central Lombok Regency with an area of 18.20/km<sup>2</sup> and inhabited by 5009 residents with a total population density of 275/km<sup>2</sup>. This village has 5 natural coastal tourist sites, namely Serangan Beach, Selong Belanak Beach, Mawi Beach, Rowok Beach, and Semeti Beach. These five coastal natural tourist destinations have very interesting panoramas to be visited by local and foreign tourists and can be used as icons for tourist destinations, especially in Lombok area. The development of tourist destinations in Selong Belanak Village really needs to be done in accordance with the Law of the Republic of Indonesia No. 1 of 2014 concerning the Management of Coastal Areas and Small Islands.

Selong Belanak Village has great potential to be developed into a favorite tourist destination. However, until now the destination of Selong Belanak Village is still not optimally developed. This is different from Senggigi tourist area in West Lombok Regency and Gili Trawangan in North Lombok Regency. These two tourist destinations are more developed than the tourist destinations of Selong Belanak Village. The undeveloped tourism in Selong Belanak Village certainly requires serious efforts, especially from the

government and related parties to encourage the development of these destinations.

From the above explanation, the planning of a tourism development model needs to be carried out in a comprehensive and integrated manner in order to be able to attract tourist visits so that it can improve the economy of Selong Belanak Village community by designing a Selong Belanak Village development model, West Praya District, Central Lombok as a tourist destination.

## RESEARCH METHODS

The data used in this research is descriptive-qualitative. As for what is meant by qualitative research, namely research that intends to understand the phenomenon of what is experienced by the research subject holistically, and by means of description in the form of words and language, in a special natural context and by utilizing various scientific methods (Moleong, 2007). The method of determining the sample used in this study is purposive sampling which is according to Nasution & Usman (2007) is the determination of the sample is done by taking people who are properly selected by the researcher according to the specific characteristics possessed by the informant in the hope of being able to answer questions in the research problem.

The data collection method in this study was through participatory observation, in-depth interviews, documentation, and Focus Group Discussion (FGD). Bungin (2003) explained that the data collection method was carried out in what way and how the necessary data could be collected so that the final results of the study were able to present valid and reliable information.

The data sources used in this research are primary and secondary data. Primary data is data obtained directly through in-depth interviews with informants, secondary data is data obtained from government documents, companies, websites, books, journals and articles. The data analysis techniques used in this study are as follows (Miles et al., 2014): the activity in qualitative data analysis is carried out interactively and continues until it is complete, so that the data is saturated. Activities in data analysis are data reduction, data display, and conclusion drawing or data verification.

## FINDINGS

Selong Belanak Village is one of the villages in Central Lombok which has high potential to be developed into a tourist village.



Figure 2. The interview with Plt Kadisparbud of Central Lombok.  
(Source: Basri, 2022).



Figure 3. The interview with Sekdes Desa (village secretary of) Selong Belanak.  
(Source: Basri, 2022).

To examine the position or existence of this village as a village, the concept of the tourism life cycle (Tourism Area Life Cycle/TALC) is used. According to Butler (1980), there are seven phases to determine the existence or existence of tourist destinations, namely: exploration, involvement, development,

consolidation, stagnation, decline, and rejuvenation phases. To assess or determine the position of Selong Belanak Village, the following is a check list of observations to identify the current position of Selong Belanak Village development, as shown in table 1

Table 1. The current position of Selong Belanak Village development.

Phase	Characteristic features	Observation results	
		In accordance with	Not in accordance with
1. Exploration Phase	• Selong Belanak Village is a place that is used as a new tourism potential found both by tourists		✓
	• The location is difficult to reach but it is in demand by a small number of tourists who actually become interested because it is too crowded		✓
	• Tourists are attracted to overcrowded areas with tourists		✓
2. Involvement Phase	• There is control from the local community	✓	
	• An increase in the number of tourists	✓	
	• An area becomes a tourist destination which is marked by the start of promotion	✓	
	• There is an initiative from the local community to develop their area	✓	
3. Development Phase	• No outside investment coming in		✓
	• The area is getting more physically open		✓
	• Local facilities have been abandoned or replaced by International standard facilities		✓
	• The original natural artificial attractions have developed rapidly		✓
4. Consolidation Phase	• Regional and economic dominance are held by international networks		✓
	• The number of tourist arrivals is still rising but at a lower rate		✓
	• Facilities are starting to be abandoned		✓
5. Stagnation Phase	• Capacity as a factor has been exceeded above the carrying capacity, causing economic, social and environmental problems		✓

	<ul style="list-style-type: none"> <li>• The rapid development of the industry that meets the capacity of the facilities owned, especially by expecting repeater guests or convention/business tours</li> </ul>	✓
	<ul style="list-style-type: none"> <li>• Artificial attractions have dominated natural native attractions (both cultural and natural)</li> </ul>	✓
	<ul style="list-style-type: none"> <li>• The initial image has started to fade and the destination is no longer popular</li> </ul>	✓
<b>6. Decline Phase</b>	<ul style="list-style-type: none"> <li>• Tourists have switched to new or installed tourist destinations and what remains is just “in vain”</li> </ul>	✓
	<ul style="list-style-type: none"> <li>• Many tourism facilities have been trained or have been transferred to non-tourism activities, making destinations less attractive to tourists</li> </ul>	✓
	<ul style="list-style-type: none"> <li>• Destinations can develop into low-class destinations (a tourism slum) or completely lose themselves as tourist destinations</li> </ul>	✓
<b>7. Rejuvenation Phase</b>	<ul style="list-style-type: none"> <li>• Dramatic changes can occur (as a result of the efforts of various parties) towards upgrading or rejuvenation</li> </ul>	✓
	<ul style="list-style-type: none"> <li>• Lack of innovation in developing new products and exploring or exploiting previously untapped natural and cultural resources</li> </ul>	✓

(Source: Suryaningsih & Suryawan(2016) processed by researcher in 2021).

The researchers conducted direct observations and interviews starting from 17 May to 09 July 2021 from several informants, namely; H. Lendek Jayadi, SE. MM as Kadisparbud of Central Lombok Regency, Lalu Zulfa Halim, MT as Head of Promotion of Disparbud of Central Lombok Regency, informant on behalf of Nasri Fathoni, S.Pd as Village Secretary of Selong Belanak Village, informant on behalf of Lalu Yahya, SE as Village Head of Selong Belanak Village , informant on behalf of Purna Abdurrahim who served as owner of Bukit Indah Hotel & Restaurant, informant on behalf of Lalu Ridwan as Chair of the Tourism Awareness Group (Pokdarwis or kelompok sadar wisata) Selong Belanak Village, informant on behalf of Salman Al-Farisi, S.Pd, M.Pdi as a Religious and Community Leaders as well as tourism actors in Selong Belanak Village.

Informant on behalf of Agus Mawardi, SE. Meng as a Head of Sub-Division of Tourism and Culture Planning Lombok Tengah Regency.

From the results of in-depth interviews, researcher can conclude the opinions of related informants as shown in the description in table 2.

Table 2. Opinions of the informants of the research

Phase	Informant	Informant's position	Opinions
Exploration phase	H. Lendek Jayadi, SE, MM.	Plt Kadisparbud Central Lombok Regency	<ul style="list-style-type: none"> <li>• The tourist destination of Selong Belanak Village is not a new place to be found</li> <li>• The number of domestic and international tourists who visit</li> <li>• Selong Belanak Village has very flexible accessibility</li> <li>• The destination of Selong Belanak Village is a quiet area (not over crowded)</li> </ul>
Involvement phase	Lalu Zulfa Halim, MT	Head of Promotion of Disparbud Central Lombok Regency	<ul style="list-style-type: none"> <li>• The Formation of the Selong Belanak Village Tourism Awareness Group</li> <li>• Domestic and international tourist arrivals are increasing</li> <li>• There is a strong promotion from various stakeholders</li> <li>• Selong Belanak Village destination is already classified as safe with the establishment of Pam Pantai or beach security to maintain the comfort of tourists</li> <li>• Not easily influenced by foreign cultures</li> <li>• Procurement of a surf training school for beginners by the Pokdarwis head</li> <li>• Provision of infrastructure such as (public toilets, beach umbrellas) by the government</li> </ul>
	Agus Mawardi, SS.,	Head of Sub-Division of	

		Meng	Tourism and Culture Planning Lombok Tengah Regency
Development phase	Nasri Fathoni, S.Pd	Selong Belanak Village Secretary	<ul style="list-style-type: none"> <li>• The number of local and international investors who have entered</li> </ul>
	Agus Mawardi, SS., Meng	Head of Sub-Division of Tourism and Culture Planning, Lombok tengah Regency	<ul style="list-style-type: none"> <li>• Selong Belanak Village is physically open</li> <li>• The people of Selong Belanak Village are very welcome</li> <li>• Preservation of existing local wisdom</li> <li>• Traditional and artificial cultural attractions are always preserved (surf festival, Bau Nyale festival and Gendang Beleq Art)</li> </ul>
Consolidation phase	Amir Suhudul HM, S.Sos	Head of Human Resources Development for Tourism Business in Central Lombok Regency	<ul style="list-style-type: none"> <li>• The economy of Selong Belanak Village is still managed by the local community</li> <li>• The creation of a climate of economic perspective by the local government</li> <li>• The establishment of good relations between the community and the government regarding updated policies regarding sustainable tourism development</li> <li>• Accessibility to tourist destinations in Selong Belanak Village has increased</li> </ul>
	Lalu Zulfa Halim, MT	Head of Promotion of Disparbud Central Lombok Regency	<ul style="list-style-type: none"> <li>• Public awareness has increased</li> <li>• The amenities development has increased</li> </ul>
	Lalu Yahya, SE	Village Head (Kades) Selong Belanak Village	<ul style="list-style-type: none"> <li>• Development of existing facilities by the government</li> <li>• There is a perspective in the development of community welfare with village funds</li> </ul>
Stagnation phase	Amir Suhudul HM, S.Sos	Head of Human Resources	<ul style="list-style-type: none"> <li>• Capacity is still in line</li> </ul>



		Development for Tourism Business in Central Lombok Regency	<p>according to existing conditions</p> <ul style="list-style-type: none"> <li>• Sharing open with the Tourism Awareness group</li> <li>• Inviting other stakeholders to collaborate to provide new innovations to boost the community's economy</li> <li>• Working with OPD in the Central Lombok area</li> </ul>
	Purna Abdurrahim	Selong Belanak Village Tourism Actors	<ul style="list-style-type: none"> <li>• Progress must be in tune with the demands of tourists</li> <li>• Together in creating integrated sustainable tourism needs to attract repeater guests</li> </ul>
	Lalu Muhammad Taufiq Gunawardani, SE	Head of Tourism and Culture Division of Central Lombok Regency	<ul style="list-style-type: none"> <li>• There are no new attractions that damage the traditional wisdom or existing characteristics</li> <li>• Collaborating with already excellent destinations</li> <li>• Lots of infrastructure development</li> <li>• Selong Belanak Village nature tourism which is still classified as virgin</li> <li>• There are no new artificial attractions</li> <li>• There is a surf school for beginners (Eva Surf School)</li> </ul>
Decline phase	Lalu Ridwan	Chairperson of the Tourism Awareness Group (Pokdarwis) of Selong Belanak Village	<ul style="list-style-type: none"> <li>• People make movements according to time</li> <li>• Create new attractions such as (snorcling trip, surf festival)</li> <li>• Selong Belanak Village has an extraordinary natural attraction</li> </ul>
	Kusjayandi, S.Pd	Head of Tourism and Cultural Development of Central Lombok Regency	<ul style="list-style-type: none"> <li>• Carry out treatment as needed</li> <li>• Make adjustments to existing conditions by not plagiarizing from the greatness of other regions</li> <li>• The destination of Selong Belanak Village has the potential of extraordinary natural tourism resources</li> </ul>

			and is certainly different from other areas
Rejuvenation phase	Salman Al-Farisi, S.Pd., M.Pd	Community Leaders, Religion as well as Actors of Selong Belanak Village Tourism	<ul style="list-style-type: none"> <li>• The number of facilities available for the needs of tourists</li> </ul>
	Amir Suhudul HM, S.Sos	Head of Human Resources Development for Tourism Business in Central Lombok Regency	<ul style="list-style-type: none"> <li>• Changes in development in Selong Belanak Village are not dramatic</li> <li>• The people of Selong Belanak Village work hard according to their dimensions or position</li> <li>• There is always innovation in product development</li> <li>• The community has been able to carry out elaboration with each other well</li> </ul>

**Selong Belanak Village Development Model as A Tourism Destination**

In accordance with the planning theory put forward by Paturusi (2008), Damanik et al (2006), and Demolingo (2015), planning is defined as an effort to think about the future or ideals rationally and systematically by utilizing existing resources and paying attention to constraints and limitations as effectively and efficiently as possible.

Based on the results of interviews from eleven informants, it can be described the research discussion to determine the strategic model of Selong Belanak Village development as a tourist destination using tourism life cycle theory to determine the position of Selong Belanak Village development. The model for developing village potential into tourist destinations by linking several stakeholders including government, tourism actors, and the community as shown in figure 1.

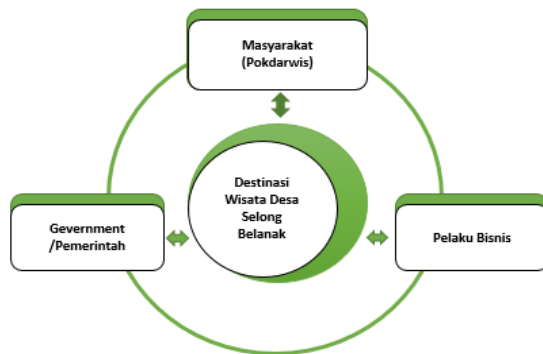


Figure 4. Several stakeholders (government, tourism actors, and the community) in Selong Belanak Village tourism development.

Several stakeholders given above are really the same as threefolding or “tiga pilar”. The concept of three pillars or threefolding (politics-economy-culture) was first proposed by Perlas (2000). The three are government, business, and civil society (Mudana, 2005; Mudana et al, 2018). In essence, threefolding means the interaction of the three autonomous realms of society (culture, polity, and economy), through any of its three institutional powers or three key institutions (civil society, government, and business, respectively), to advocate for or to achieve genuine or comprehensive sustainable development.

### The Government Roles

Government regulations in the development of tourism in Selong Belanak Village have a very important role in supporting the success of national tourism development.

The role of the government as a regulator is to prepare a direction to balance the implementation of development through the issuance of regulations such as for example; The government always balances the desires of tourists with the existing tourist attractions in Selong Belanak Village and every tourist is always prioritized in terms of security and comfort for every trip.

The government as a facilitator as well as a companion is the creation of conducive conditions for the implementation of development to bridge the various interests of the community in optimizing the development of tourist destinations in Selong Belanak Village. The development of related rides is that the government makes a breakthrough by providing marine tourism such as

snorkeling, diving, surfing and coastal and hilly nature tourism to enjoy the sunset.

The role of the government in infrastructure development at tourist destinations in Selong Belanak Village needs to be arranged and developed, such as the provision of natural resources and man-made resources that are absolutely needed by tourists traveling in tourist destinations for example; roads, electricity, water, telecommunications, terminals and so on.

The development of tourist facilities in the tourist destination of Selong Belanak Village needs to be adjusted to the needs of tourists both quantitatively and qualitatively in accordance with the theory of tourism destination development put forward by Cooper(1993), that the destination is the center of all the facilities and services that have been prepared to meet the needs of tourists. It is also stated that an area can be said to be a destination, if in that place or area there are already 4 (four) "A" namely; attraction (attractions), accessibilities (accessibility), amenities (amenities or facilities), ancillary service (supporting facilities).

### **The Roles of Pokdarwis (Community)**

The Tourism Awareness Group is an institution at the community level whose members consist of tourism actors who have concern and responsibility and act as a driver in supporting the creation of a conducive climate and the development of tourism and the realization of Sapta Pesona (the Seven Charms) in improving regional development through tourism and benefiting the welfare of the Selong village community. Sapta Pesona is a tourism conscious concept with the support of community participation as the host of the destination, in an effort to create a conducive environment and atmosphere, which is able to encourage the growth and development of the tourism industry through seven elements, namely: Safe, Orderly, Clean, Cool, Beautiful, Friendly, and Memorable.

The scope of Pokdarwis activities needed in the development stage of Selong Belanak Village as a tourist destination is according to the guidebook for the Tourism Awareness Group proposed by Womb (2012) are various activities that can be programmed and implemented to realize the functions and objectives of establishing a Pokdarwis organization in a village as follows: (1)

Increasing the knowledge and insight of Pokdarwis members in the field of tourism. (2) Improving the ability and skills of members in managing the tourism business sector and other related businesses. (3) Encouraging and motivating the community to be good hosts in supporting tourism activities in their area. (4) Encouraging and motivating the community to improve the quality of the environment and the attractiveness of local tourism through efforts to realize Sapta Pesona. (5) Collecting, processing and providing tourism information services to tourists and local communities.

### **The Roles of Business Pillars**

The roles of tourism business in the development of Selong Belanak Village as a tourist destination is very important, in terms of local and foreign investors, currently it is still very reduced in terms of the construction of supporting facilities needed by tourists. Therefore, it is necessary to collaborate between local and international investors in order to accelerate the construction of adequate facilities and infrastructure, then with the construction of these facilities it can generate the economy of the surrounding community to be recruited as workers during the amenity development stage in the Selong Belanak Village area.

The results of the model findings that have been carried out by researcher, that researcher has held discussions with related information on Friday, August 12, 2021. This activity was carried out in the form of a Forum Group Discussion (FGD) in a virtual meeting through the Google Meet application, in which the activity was attended by by the Village Head (Kades) of Selong Belanak Village, Selong Belanak Village Tourism Actors, Community Leaders as well as Religious Leaders of Selong Belanak Village, and Head of Human Resources Development (HR) for Tourism Business in Central Lombok Regency. The results of the discussion that some of the above stakeholders gave a positive response to the model designed by the researcher.

The current position of Selong Belanak Village is in accordance with the theory put forward by Butler (1980) which is in the involvement phase where; (1) the existence of control or involvement of the local community. (2) an increase in the number of tourists, (3) an area becomes a tourist destination which is

marked by the start of promotions, (4) an initiative from the local community to develop their own area.

## CONCLUSION

Selong Belanak Village development model to be developed into a tourist destination is by involving three relevant stakeholders namely government, community and tourism actors. The government's role includes the role as a regulator, the government as a facilitator as well as a companion, the government as a provider of infrastructure and road access. While the role of the community is to be responsible and act as a driver in supporting the creation of a conducive climate and the development of tourism and the realization of Sapta Pesona in increasing regional development through tourism and benefiting the welfare of the community, especially in Selong Belanak Village.

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